

PHILIP MORRIS U.S.A.

120 PARK AVENUE, NEW YORK, NY 10017

TO: DISTRIBUTION

DATE: July 29, 1999

FROM: Kathy Strobel / Joe Czarnecki

SUBJECT: 7/27 Meeting Recap

Materials

- A revised item delivery schedule was distributed
- Purchasing is looking to order the Fall uniforms shortly

Name Generation

- Brand and Events to discuss possible revision of the name generation card for Fall events
- DLBlair has requested elimination of the boxes on the top portion of the card to make the cards more legible
- Events to learn more about PM's plans for scanning and /or copying of participant ID's
- Brand to learn more about "Please Add Me To Your Mailing List" box currently on surveys and the need for requalification of names obtained in conjunction with the sweepstakes

ROP

- Brand to make creative decisions regarding two national buys currently on the media schedule
- Brand to revise media schedule or creative for insertions occurring before signed club contracts are in hand

Club Information:

- GMR to review crowd size at Syracuse Sudds Factory based on Michelle's feedback that attendance at this club may be very low
- GMR to add McGreggors (in Syracuse) to the list of clubs to research
- GMR to look into Michelle's comment about Thursday "Swing Dance" nights at Phantom in Syracuse. This would not be an appropriate evening for a PPZ event
- Awful AI's - GMR to provide additional information about club's smoking lounge format

Club Profile Forms:

- GMR given approval to create a "database" for club profile forms as long as content and format of the form provided by PM remain the same

Creative

- GMR creative to met with PM 7/28 to further discuss interactive game ideas and next steps

Please let us know if we have missed anything.

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